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NOTES

PROGRAM OF THE THIRD GENERAL MEETING OF THE ASSOCIATION OF COLLEGIATE SCHOOLS OF BUSINESS, MEETING WITH THE NATIONAL ASSOCIATION OF TEACHERS OF ADVERTISING

MAY 5, 6, AND 7, 1921, THE UNIVERSITY OF PITTSBURGH,
PITTSBURGH, PENNSYLVANIA

Thursday, May 5, at 2:00 P.M.

Meetings of Committees of the Association of Collegiate Schools of
Business - - - - - Fellows Room, Mellon Institute
The Executive Committee
The Committee on the Correlation of the Work of the Collegiate
Schools of Business with the Secondary School System
The Committee on Co-ordination with Corporation Training
Schools

Thursday, May 5, at 7:30 P.M.

Chairman, DEAN A. B. WRIGHT, University of Pittsburgh
Administrative Round Table and Smoker - - - Fellows Room
Mellon Institute
Preliminary Report of Executive Committee

Friday, May 6, at 9:15 A.M.

Chairman, DIRECTOR WILLIAM A. SCOTT, University of Wisconsin
Courses in the Financial Field - Fellows Room, Mellon Institute
Paper: Special Problems of Content and Presentation in Finance
Instruction in Large Schools of Commerce, by Professor
Charles W. G. Gerstenberg, New York University
Paper: Possibilities of a General Survey Course in Finance, by
Professor Harold G. Moulton, University of Chicago
Discussion opened by W. H. Lough, President, Business Training
Corporation, New York City, and Dean W. H. Walker,
Duquesne University

Friday, May 6, at 12:15 P.M.

Luncheon - - - - - H. J. Heinz Company
The delegates are invited to be the guests of the H. J. Heinz
Company. The trip to the H. J. Heinz Company will be
taken by automobile.

Friday, May 6, at 2:30 P.M.

Chairman, DEAN EMORY R. JOHNSON, University of Pennsylvania
 Courses in the Advertising Field - - H. J. Heinz Company Auditorium

Paper: Courses in Advertising by Professor Daniel Starch,
 Harvard University

Paper: Scientific Method: a Subject of Instruction for Students
 of Advertising, by Professor Harry D. Kitson, Indiana
 University

Discussion opened by Professor Edward H. Gardner, of the
 University of Wisconsin, and Professor George B. Hotchkiss,
 of New York University

Friday, May 6, at 6:30 P.M.

Dinner - - - - - University Club
 The delegates are invited to be the guests of the University of
 Pittsburgh.

NOTE.—Dean Ralph E. Heilman, of Northwestern University, is arranging for
 those interested in evening-school work to sit in one group.

Friday, May 6, at 8:00 P.M.

Separate Session of the Association of Collegiate Schools
 of Business

Chairman, DEAN RALPH E. HEILMAN, Northwestern University

Courses in the Labor Field - - Fellows Room, Mellon Institute

Paper: Problems in Graduate Training for Personnel Adminis-
 tration, by Ordway Tead, Bureau of Industrial Research,
 New York City

Paper: Courses in the Labor Field with Particular Reference
 to the Work of the First Two Years, by Professor
 Joseph H. Willits, University of Pennsylvania

Discussion opened by William M. Leiserson, of Rochester, New
 York, Dwight L. Hoopingarner, of Boston, Massachusetts,
 and J. W. Dietz, of the Western Electric Company, New York
 City

Friday, May 6, at 8:00 P.M.

Separate Session of the National Association of
 Teachers of Advertising

Regular Annual Meeting - - - - - University Y.M.C.A.

Paper: Does Salesmanship Deserve a Place in the University
 Curriculum? by Professor Harold Whitehead, Boston
 University

Discussion by Professor Herbert W. Hess, of the University of Pennsylvania, and by Professor Harry R. Wellman, of Dartmouth College

Paper: Information versus Inspiration (The Relative Values of Technical Training and General Mental Training as Preparation for Successful Advertising Work), by Professor Edward H. Gardner, University of Wisconsin

Discussion by Professor George B. Hotchkiss, of New York University

Paper: A Proposed Course in Co-operative Marketing, by Professor Hugh E. Agnew, New York University

Discussion

Saturday, May 7, at 9:15 A.M.

Chairman, DEAN J. E. LEROSIGNOL, University of Nebraska

NOTE.—Delegates will go to the Westinghouse Electric and Manufacturing Company plant by train, leaving the Pennsylvania Station at 8:20 A.M., and arriving in East Pittsburgh at 8:58.

General Aspects of the Curriculum - - Auditorium of Westinghouse Electric and Manufacturing Company

Paper: General Aspects of the Curriculum, by Hollis Godfrey, Council of Management Education

Discussion opened by Professor R. C. McCrea, of Columbia University, Professor Spurgeon Bell, of the University of Texas, and Dean G. W. Dowrie, of the University of Minnesota

Business Meeting

Reports of Committees of the Association of Collegiate Schools of Business

The Committee on Co-ordination with Corporation Training Schools

The Committee on the Correlation of the Work of the Collegiate Schools of Business with the Secondary School System

Statement by J. E. Hagerty, of the Ohio State University, on the Work of the Federal Bureau of Education

Final Report of Executive Committee

The Committee on Resolutions

The Committee on Auditing

The Committee on Nominations

Saturday, May 7, at 1:00 P.M.

Luncheon and Informal Discussion - - Westinghouse Electric and Manufacturing Company

The delegates are invited to be the guests of the Westinghouse Electric and Manufacturing Company.